Wine Australia Market Insights

Variety snapshot 2026 - Pinot Gris/Grigio

Variety	**Pinot Gris**
Colour	**White**

Plantings

Source: ABS 2015	Pinot Gris	All varieties
Area planted in Australia (hectares)	3,731	135,133
Percentage of total area	2.8%	
Percentage of white varieties	7.7%	

Crush

Source: National Vintage Survey 2026	Pinot Gris	All varieties
Tonnes crushed in 2026	76,721	1,265,671
Percentage of total crush	6.1%	
Percentage of white crush	11.5%	

Top five regions % of total crush	Pinot Gris	All varieties
Riverina	27%	19%
Murray Darling - Swan Hill NSW	27%	10%
Murray Darling - Swan Hill VIC	13%	11%
Riverland	13%	31%
King Valley	4%	2%
Others	16%	28%

Exports

Source: Wine Australia Wine Export Approval System 2025-26

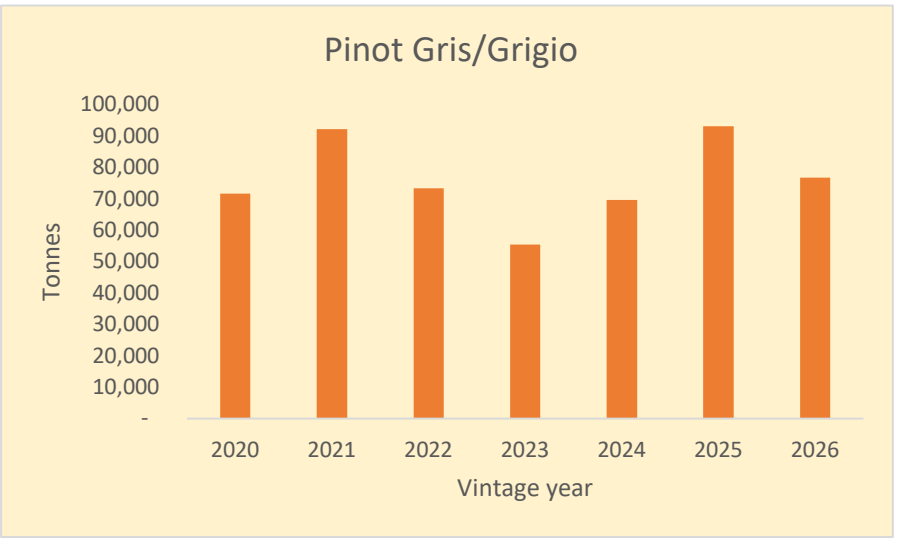
Exports by variety content	Pinot Gris	All varieties
Export volume ('000 litres)	50,416	596,929
Export value ($'000 FOB)	88,594	2,295,383
Share of export volume	8.4%	
Share of export value	3.9%	

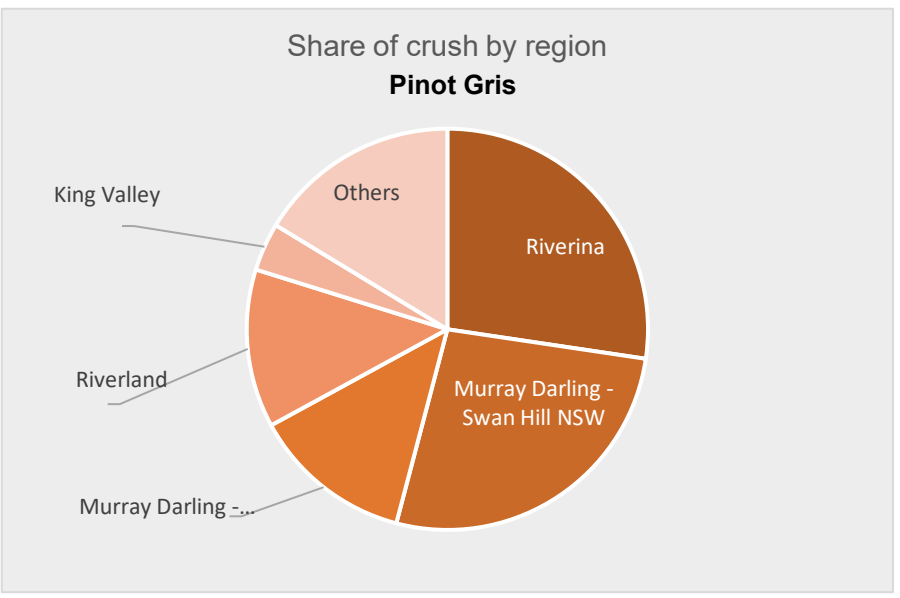
Label claim exports (packaged only)	Pinot Gris and Pinot Gris blends	All packaged wine exports
Total exports ('000 litres) in 2025-26	9,074	191,153
Change in volume from 2024-25	-14%	-10%
Total export value ($'000 FOB) in 2025-26	35,878	1,837,204
Average value per litre	$3.95	$9.61

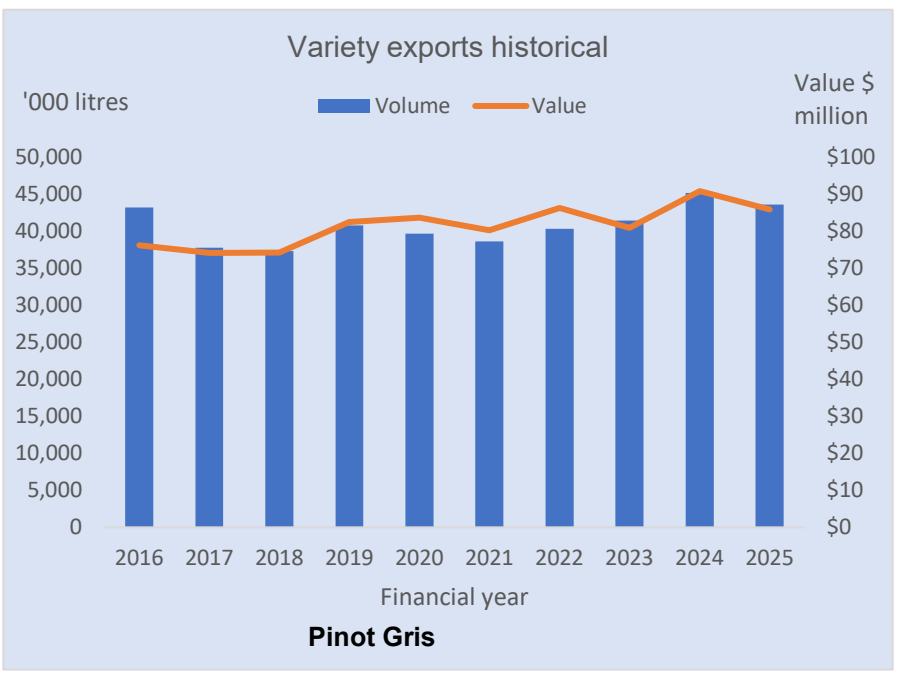
Top five export destinations and share of exports by value	Pinot Gris and Pinot Gris blends	All packaged wine exports
USA	54%	9%
Canada	23%	8%
UK	8%	6%
Netherlands	4%	1%
Japan	2%	3%
Others	9%	73%

Top five varietal label claims by value with Pinot Gris/Grigio in the name

- Pinot Grigio
- Pinot Grigio, Verdelho
- Pinot Grigio, Pinot Blanc, Pinot Nero
- Pinot Grigio, Sauvignon Blanc, Chardonnay









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